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Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

Re: Docket No. 9D-EC-19337 - Ruppelt et al

Sir:

Herewith I hand you specification and drawings, 4 sheets, for an application for Letters Patent upon an improvement in:

METHOD AND APPARATUS FOR PRODUCT SELECTION ASSISTANCE

the invention of: Kevin M. Ruppelt et al

Basic Fee	$ 760.00	
Additional Fees:		
Multiple dependent claims ($260)	0	
Total number of claims in excess of 20, times $18	0	
Number of independent claims minus 3, times $78	0	
Total Filing Fee	$ 760.00	
Assignment Fee	40.00	
TOTAL	$ 800.00	

Enclosed is a check for $800.00 to cover the fees listed above. The Commissioner is hereby authorized to charge any additional filing fees which may be required, or credit any over-payment, to Account No. 07-0844. This does not authorize charging any subsequent fees to the Deposit Account.

Respectfully,

George L. Rideout, Jr.
Counsel
GE Appliances, AP2-225

Enclosures

METHOD AND APPARATUS FOR PRODUCT SELECTION ASSISTANCE

BACKGROUND OF THE INVENTION

The present invention generally relates to product selection in an electronic commerce system, and in particular relates to product selection assistance using a product database in combination with a dynamically updating product matrix.

Electronic transactions occurring on the Internet have quickly become
5   an established method of doing business. The Word Wide Web allows consumers to purchase products online using Web browsers such as Netscape Navigator™ and Internet Explorer™. Consumers seeking to purchase products on the Web access a company's web site, view the product information, select a product listed, and submit billing information in order to complete the purchase.

10   In the past, however, web sites offering on-line purchasing allowed only rudimentary product selection capabilities. For example, some web sites simply provided a listing of product numbers that allowed consumers to select the specific product to purchase. Other web sites grouped products into categories based on functions (e.g., hair dryers) and provided a categorical list of all the relevant products
15   from which to select.

In other words, the past product selection techniques were very inflexible and generally unconcerned about what features, if any, a particular consumer found most important. With manufacturers offering so many permutations of product, features, color, and the like, the consumer was often presented with an
20   overwhelming list of choices. In many cases, only simple hit or miss searching was available to guide the consumer to an appropriate product for purchase. Thus, past product selection systems were generally unable to focus the consumer on the product most desired, and thus did not generate as much on-line sales revenue as might otherwise have been obtained.

25   A need has long existed for a product selection assistance system that overcomes the problems noted above and other previously experienced.

BRIEF SUMMARY OF THE INVENTION

A preferred embodiment of the present invention provides a method for product selection assistance. The method includes the steps of receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, and displaying a product matrix. The product matrix includes a product entry for each of the matched products. The product entries include a model identifier, a model price, and at least one product configuration parameter associated with the matched products. The method also includes the steps of presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

A preferred embodiment of the present invention provides a product selection assistance tool. The assistance tool includes a communication interface, a processing circuit coupled to the communication interface, and a memory coupled to the processing circuit. The memory stores, for execution by the processing circuit, instructions for receiving a product category selection over the communication interface, matching the product category selection against a product database to determine a plurality of matched products, displaying a product matrix, presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

A preferred embodiment of the present invention provides a product selection assistance Internet web page. The web page includes a matrix panel displaying a product matrix that describes products using individual product entries including a model identifier, a model price, and at least one product configuration parameter associated with the products. The web page also includes a product configuration panel displaying a product configuration question and accepting a product configuration answer. The product matrix on the web page responsively updates based on the product configuration answer to eliminate at least one product entry in the product matrix.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 illustrates a product selection assistance tool connected through a communication network to remote terminals.

Figure 2 shows a flow diagram for providing product selection assistance.

5   Figure 3 illustrates a product selection assistance web page including a product selection matrix.

Figure 4 illustrates a product selection assistance web page included an updated product selection matrix.

DETAILED DESCRIPTION OF THE INVENTION

10   Turning to Figure 1, that figure illustrates a network configuration 100, including a product selection assistance tool 102. The product selection assistance tool 102 includes a processing circuit 104 interconnected with a product selection assistance software memory 106, a product database 107, and a communication interface 108. The product selection assistance software memory 106 is one example

15   of a computer readable storage medium that stores instructions for execution by the processing circuit 104. The computer readable storage medium may be implemented, as examples, using a floppy disk, hard disk, magnetic tape, Read Only Memory (ROM), or Random Access Memory (RAM).

Figure 1 also illustrates a communication network 110 that connects the

20   product selection assistance tool 102 to a remote terminal 112. The remote terminal 112 includes a communication interface 114 interconnected with a processing circuit 116 and a general purpose memory 118. Additional remote terminals 120 and 122 are also connected through the communication network 110 to the product selection assistance tool 102.

25   The communication network 110 may represent, for example, Internet routing and switching functions, or may represent proprietary LAN or WAN networks. The communication interfaces 108 and 114 may be implemented, as examples, as network

interface cards or modems, and may be hardwired or wireless. The processing circuits 104 and 116 may be general purpose CPUs, such as those in the Pentium™ line of processors. As will be explained in greater detail below, the product selection assistance software memory 106 stores instructions for execution by the processing circuit 104. The instructions allow the processing circuit 104 to assist remote users with selection of products using their remote terminals 112, 120, 122.

In the preferred embodiment, the remote terminals 112, 120, 122 represent personal computers connected over the Internet to the product selection assistance tool 102. To that end, the remote terminals 112, 120, 122 execute Internet browsing software, for example, Netscape Navigator™ or Microsoft Internet Explorer™. The product selection assistance tool 102 executes complimentary Internet web server and hosting software, thereby receiving, for example, initial product category selections from the remote terminals 112, 120, 122, and responsively presenting a dynamically updateable product matrix as explained in more detail below.

Turning now to Figure 2, that figure shows a flow diagram 200 of the steps executed by the product selection assistance tool 102. At step 202, the product selection assistance tool 102 receives, over the communication interface 108 and communication network 110, a product category selection from a remote terminal 112, 120, 122. A product category selection preferably includes a high level product category (e.g., a refrigerator, air conditioner, or dish washer) for which many configuration options are available. The product category selection may also include a product color selection as an aid in initially reducing the numerous product choices available to the consumer. The product category selection may be made, for example, by clicking on a check box for off-white color, then clicking on an icon of a refrigerator.

At step 204, the processing circuit 104 matches the product category selection against the product database 107 to determine matched products. Then, at step 206, the processing circuit 104 generates a product matrix for display on a remote terminal 112, 120, 122. The product matrix includes a product entry for each of the matched products. Each product entry preferably includes a model identifier (e.g., a number, text label, or the like), a model price, and at least one product configuration parameter associated with the product. The product configuration parameters represent available product options (e.g., capacity or size, optional functionality, and the like). Preferably, the product configuration parameters are Critical-to-Quality

(CTQ) parameters. A CTQ parameter is a configuration parameter that represents a configuration option of particular importance to a consumer (as determined through a consumer survey, for example). As one example, a CTQ parameter for a dishwasher is the number of rinse cycles that the dishwasher makes available. A set of exemplary product configuration parameters is presented below in Table 1.

Table 1		
FREEZER TOP MOUNT REFRIGERATOR		
Product Configuration Parameter	Product Configuration Question	Possible Product Configuration Answers
Capacity	What capacity refrigerator do you need?	9-13 cu. Ft. 14-17 cu. Ft. 18-20 cu. Ft. 21-25 cu. Ft.
Dispenser	What type of dispenser would you like?	Cubed ice/water Crushed ice/cubed ice/water No dispenser
Icemaker installation	Would you like a factory installed icemaker?	Yes No
WASHERS		
Capacity	What capacity washer do you need?	Super Extra-large Large Compact
Wash Cycles	How many wash cycles do you want?	3-6 8-10 12-17
Temperature and Rinse Combinations	How many wash temperatures and rinse combinations do you want?	5 4 3
DRYERS		
Capacity	What capacity dryer do you need?	Super Extra-large Large Compact
Dry Cycles	How many dry cycles would you like?	3-5 6-8

		9-11
Heat Selections	How many heat selections would you like?	3 4 5
ROOM AIR CONDITIONERS		
BTUH Cooling	What BTUH cooling do you need?	5,000-8,000 9,000-12,000 13,000-24,000
Voltage	What voltage do you need?	115 230/208
Energy Efficiency	What energy efficiency ratio would you like?	8.0-9.0 9.1-10.0

Any of the components of the product entry may be tagged as an Internet hyperlink to a dedicated product information page associated with that component. For example, the model number may be tagged as a hyperlink to a very
5   detailed product information page for that particular model number.

Continuing at step 208, the processing circuit 104 presents a product configuration question to the consumer. The product configuration question generally relates to one or more of the product configuration parameters displayed in the product matrix. As an example, the product configuration question may ask the
10   consumer how many rinse cycles the consumer desires a dishwasher to have, whether a refrigerator should provide filtered water, and the like. Subsequently at step 210, the processing circuit 104 receives a product configuration answer to the product configuration question. The product configuration answer generally narrows the number of applicable products and the processing circuit 104 then reevaluates the
15   products displayed in the product matrix to eliminate non-applicable products. In other words, the processing circuit 104, in response to the product configuration answer, updates the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix (step 212). The product configuration question may be presented along with the possible application product
20   configuration answers, each associated, for example, with a checkbox. The product configuration answer may then be indicated, or come in the form of, a checkbox

selected by the consumer. The product configuration answer may also, however, come in the form of a more general numeric or text box entry.

The processing circuit 104 then preferably eliminates the product configuration parameter from the product matrix and may optionally insert additional product configuration parameters as replacements. For example, after the consumer provides a product configuration answer to the number of wash cycles desired, the product matrix updates to show only those washers meeting the product configuration answer. The processing circuit 104 may then insert a product configuration parameter related to an available fabric softener dispenser or wash spin and speed combinations. Furthermore, the number of wash cycles product configuration parameter is removed from the matrix, and is preferably (with the associated product configuration answer) displayed outside the matrix for continued reference.

At step 214, the processing circuit 104, determines whether the user has selected a column heading based on an external input (e.g., a mouse click, or keypress). If the user has selected a column heading, the processing circuit 104 proceeds by sorting the product matrix based on the selected column heading. The processing circuit 104 continues processing at step 208 until the all product configuration questions are exhausted, or until the consumer has narrowed the displayed products enough to make a selection.

Note that the consumer using the remote terminal 112, 120, 122 may perform a side by side comparison of products in the product matrix at any time. To this end, the product entries may include a toggle (e.g., ON / OFF) Compare button selectable by the consumer. When a Compare activator (e.g., a link, button, or the like) is selected, the processing circuit 104 responsively displays only the products selected by the consumer, preferably with expanded information on each product.

The product matrix preferably includes column headings that are selectable by the user, and that cause the product matrix to sort according to the selected column heading (e.g., price). A default sort by brand name may be initially imposed upon the product matrix. Column headings preferably provide descriptive indicia related to the product entries, including a model number heading, a model price heading, and a descriptive product configuration heading (e.g., Number of Wash Cycles) for each of the product configuration parameters.

In situations where the number of potentially applicable products is very large, the processing circuit 104 may present the consumer with an initial filtering question after receiving the product category selection and before matching the selection against a product database 107. The processing circuit 104 then receives an associated initial filtering answer and matches the product category selection and, for example, query criteria based on the initial filtering answer against the product database 107 to determine (generally fewer) matched products. As an example, the consumer may provide, as a product category selection, Red Trucks. The initial filtering question may then ask the consumer what make, what model, or what year to further narrow the number of applicable matched products.

As an example, assume that a user at a remote terminal 112, 120, 122 is searching for a refrigerator, preferably off-white. The consumer provides, as the product category selection, off-white refrigerators. The processing circuit 104 matches the product category selection against the product database 107. Those matching products are display using product entries in the product matrix. The processing circuit 104 then presents the user at the remote terminal 112, 120, 122 with a product configuration question, for example, the desired refrigerator capacity, type of dispenser, and ability to filter water. In response, the consumer provides a product configuration answer to each product configuration question and the processing circuit 104 updates the product matrix so that it displays only the applicable refrigerators found in the product database 107. As each product configuration question is asked and answered, the product entries in the product matrix are progressively narrowed until the consumer has found precisely the refrigerator desired: an off-white, side-by-side freezer, 28-30 cubic feet refrigerator with a cubed ice/water dispenser and filtered water. As an option, the consumer may order the product on-line through the product selection assistance system 100 by providing appropriate billing, address, and shipping information.

Turning now to Figure 3, that figure illustrates a product selection assistance web page 300. The web page 300 includes a matrix panel 302 that displays a product matrix 304 with product entries 306. The product entries 306 include a model number 308, a model price 310, and product configuration parameters 312-316 associated with the products. Note that fewer than all possible product configuration parameters are generally displayed in order to avoid overwhelming the consumer with options. However, while three product configuration parameters 312-316 are shown in the product matrix 304, greater or fewer may also be displayed simultaneously.

The web page 300 also includes a product configuration panel 318 that displays a product configuration question 320 and that accepts a product configuration answer 322. As illustrated, the product configuration answers 322 take the form of toggle button input.

5   For side-by-side comparisons, the product matrix 304 also displays comparison toggle buttons 324 in each product entry 306. To that end, the product matrix 304 also provides a Compare link 326 that when activated by the consumer, instructs the processing circuit 104 to display side-by-side only those product with comparison toggle buttons in the ON state. As noted above, column headings 328

10   provide descriptive indicia of the information in each column, and are preferably formatted as active links that when selected, cause the processing circuit 104 to sort the matrix according to the data associated with the column heading. In addition, any of the information presented on the web page 300 may be formatted as a hyperlink to a detailed information page. Thus, for example, the model numbers may be

15   hyperlinks selectable to jump to a detailed information page for that particular model.

     As noted above, the product matrix 304 responsively updates based on the product configuration answer 322 to eliminate at least one product entry 306 in the product matrix 304. It is further noted that the product configuration parameters 312-316 may be formatted as hyperlinks to product configuration informational pages with

20   detailed descriptions of the associated product configuration parameter.

     Turning now to Figure 4, the figure illustrates a product selection assistance web page 400, after the processing circuit 104 has received a product configuration answer and updated the product matrix 304. Note that the product matrix 304 no longer displays the product configuration parameter relating to wash

25   cycles. Rather, the wash cycles configuration parameter is replaced with a Wash Performance configuration parameter 402. In addition, the processing circuit 104 has removed the products that do not match the product configuration answer (6 - Variable wash cycles). For example, the processing circuit 104 has updated the product matrix 304 to eliminate the product entry for model number GSD4030ZWW

30   (as that model only provides 4 wash cycles).

     The processing circuit 104 also displays, outside the product matrix 304, the configuration parameter remove from the product matrix 304. Namely, the wash cycles configuration parameter and configuration answer 404 are present outside

the product matrix 304. Note also that the initial product category selection 406 is displayed outside the matrix as well.

The processing circuit 104, after updating the product matrix 304, presents a new product configuration question 408. In addition, the processing circuit 104 displays appropriate product configuration answers 410 and provides convenient toggle buttons with which the consumer can provide the product configuration answer. The product matrix may be updated dynamically in this fashion to continuously narrow the number of applicable products, and to quickly allow the consumer to home in on the desired purchase.

Thus the present invention provides a flexible and feature focused product selection assistance tool. The product selection assistance tool handles the enormous variety in product features, colors, and the like that manufacturers offer, interacts with the consumer to determine critical to quality product configuration answers, and responsively displays only those products meeting the product configuration answers. As a result, the present product selection assistance tool focuses the consumer on the product most desired, and helps generate additional on-line sales.

While the invention has been described with reference to a preferred embodiment, it will be understood by those skilled in the art that various changes may be made and equivalents may be substituted without departing from the scope of the invention. In addition, many modifications may be made to adapt a particular situation or material to the teachings of the invention without departing from its scope. Therefore, it is intended that the invention not be limited to the particular embodiment disclosed, but that the invention will include all embodiments falling within the scope of the appended claims.

WHAT IS CLAIMED IS:

1. A method for product selection assistance, the method comprising:

receiving a product category selection;

matching the product category selection against a product database to determine a plurality of matched products;

5   displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

presenting a product configuration question;

receiving a product configuration answer; and

10   responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

2.   A method according to claim 1, wherein the step of presenting comprises presenting a narrowing product configuration question associated with a selected product configuration parameter chosen from the at least one product 15   configuration parameter, and wherein the step of responsively updating comprises removing the selected product configuration parameter from the product matrix.

3.   A method according to claim 2, further comprising the step of inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

20   4.   A method according to claim 1, wherein each product entry further comprises a comparison toggle button with a selected state and an unselected state, and further comprising the steps of displaying a Compare button and, when the Compare button is activated, responsively displaying a side by side comparison only of matched products with the comparison toggle button in the selected state.

25   5.   A method according to claim 1, wherein the step of receiving a product category selection further comprises receiving a product color.

6.   A method according to claim 1, wherein the model identifier is formatted as a hyperlink to a product information page associated with the model identifier.

7.   A method according to claim 1, wherein the step of displaying a product matrix further comprises displaying column headings in the product matrix including a model number heading, a model price heading, and an product configuration heading for each of the product configuration parameters.

8.   A method according to claim 7, further comprising the steps of determining a selected column heading based on an external input and sorting the product matrix based on the selected heading.

9.   A method according to claim 1, wherein at least one of the product configuration parameters is formatted as a hyperlink to a product configuration information page associated with the model identifier.

10.   A method according to claim 1, wherein the step of responsively updating further comprises displaying outside the product matrix the product configuration answer.

11.   A method according to claim 1, further comprising the steps of, after receiving the product category selection, presenting an initial filtering question and receiving an associated initial filtering answer, and wherein the step of matching comprises matching the product category selection and a query criteria based on the initial filtering answer against the product database to determine the plurality of matched products.

12.   A method according to claim 1, wherein the step of displaying a product matrix further comprises displaying the product entries sorted by brand name.

13.   A method according to claim 1, wherein the product configuration parameter is a consumer critical-to-quality parameter for the matched products.

14.   A product selection assistance tool comprising:

        a communication interface;

a processing circuit coupled to the communication interface; and

a memory coupled to the processing circuit, the memory storing, for execution by the processing circuit, instructions for:

receiving a product category selection over the communication interface;

matching the product category selection against a product database to determine a plurality of matched products;

displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

presenting a product configuration question;

receiving a product configuration answer; and

responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

15.   The product selection assistance tool of claim 14, wherein the product configuration question is based on a product configuration parameter chosen from the at least one product configuration parameter, and wherein the instructions for responsively updating remove the selected product configuration parameter from the product matrix.

16.   A product selection assistance tool according to claim 15, wherein the memory further comprises instructions for inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

17.   A product selection assistance tool according to claim 14, wherein at least one of the product configuration parameters is a hyperlink to a product configuration information page associated with the model identifier.

18.   A product selection assistance tool according to claim 14, wherein the product configuration parameter is a consumer critical-to-quality parameter for the matched products.

19.   A product selection assistance Internet web page comprising:

a matrix panel comprising a product matrix displaying a plurality of products using individual product entries comprising a model identifier and at least one product configuration parameter associated with the products; and

5   a product configuration panel displaying a product configuration question and accepting a product configuration answer;

the product matrix responsively updating based on the product configuration answer to eliminate at least one product entry in the product matrix.

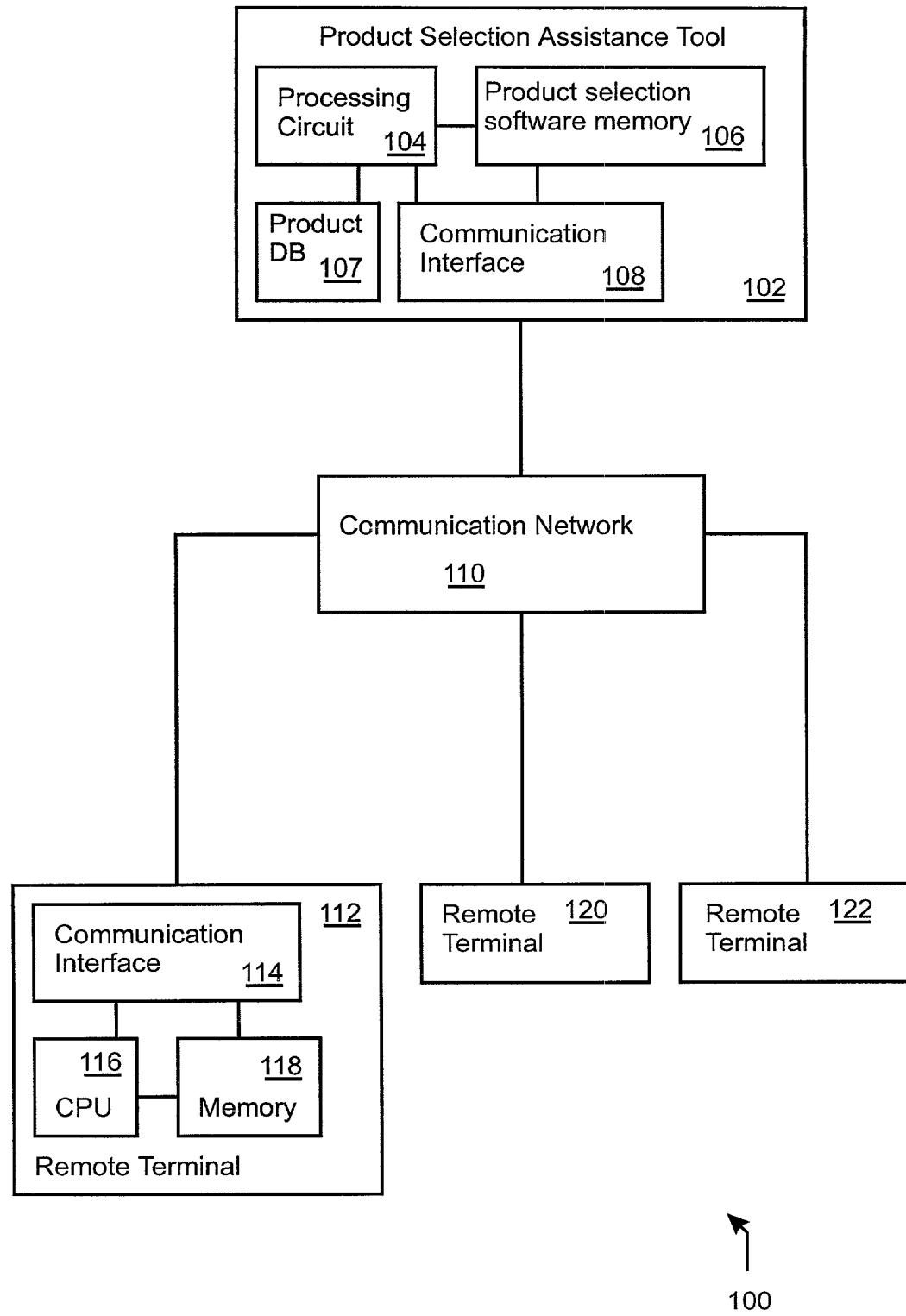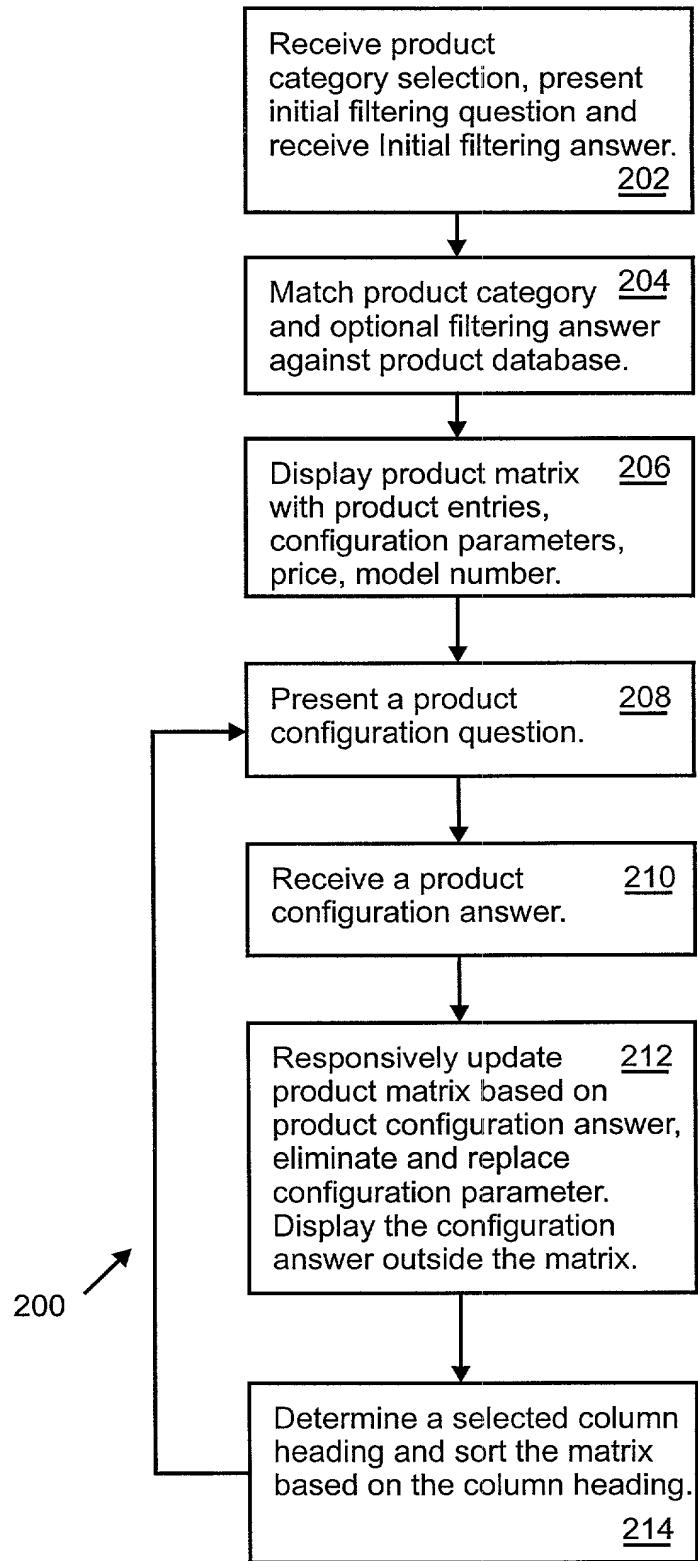20.   The web page of claim 19, wherein the product matrix further

10   comprises column headings including a model number heading, a model price heading, and an product configuration heading for each of the product configuration parameters.

21.   The web page of claim 19, wherein the product matrix displays the individual product entries sorted according to a selected column heading.

15   22.   The web page of claim 19, wherein at least one of the product configuration parameters is a hyperlink to a product configuration information page associated with the model identifier.

23.   The web page of claim 19, wherein the matrix panel further displays outside the product matrix each product configuration answer.

20   24.   The web page of claim 19, wherein each product entry includes a comparison toggle button with an ON state and an OFF state.

25.   A computer program product comprising:

a storage medium readable by a processing circuit and storing for execution by the processing circuit:

25   instructions for receiving a product category selection;

instructions for matching the product category selection against a product database to determine a plurality of matched products;

instructions for displaying a product matrix comprising a product entry for each of the matched products, each product entry comprising a model identifier and at least one product configuration parameter associated with the matched products;

instructions for presenting a product configuration question;

instructions for receiving a product configuration answer; and

instructions for responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

26.   The computer program product of claim 25, wherein the storage medium is one of a floppy disk, hard disk, ROM, or RAM.

27.   The computer program product of claim 25, wherein the product configuration question is based on a user selected product configuration parameter chosen from the at least one product configuration parameter, and wherein the instructions for responsively updating remove the selected product configuration parameter from the product matrix.

28.   The computer program product of claim 27, further comprising instructions for inserting an additional product configuration parameter in the product matrix to replace the selected product configuration parameter.

29.   The computer program product of claim 25, wherein each product entry further comprises a comparison toggle button with a selected state and an unselected state, and further instructions for displaying a Compare button and, when the Compare button is activated, responsively displaying a side by side comparison only of matched products having the comparison toggle button in the selected state.

METHOD AND APPARATUS FOR PRODUCT
SELECTION ASSISTANCE

ABSTRACT OF THE DISCLOSURE

A method for product selection assistance includes receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, and displaying a product matrix. The product matrix includes a product entry for each of the matched products. The product entries include a model identifier, a model price, and at least one product configuration parameter associated with the matched products. The method also includes presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.

Product Selection Assistance Tool

Processing Circuit 104

Product selection software memory 106

Product DB 107

Communication Interface 108

102

Communication Network

110

Remote Terminal 112

Communication Interface 114

116 CPU

118 Memory

Remote Terminal

Remote Terminal 120

Remote Terminal 122

100

Figure 1

```
┌────────────────────────────────┐
│ Receive product                │
│ category selection, present    │
│ initial filtering question and │
│ receive Initial filtering answer. │
│                         202    │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Match product category   204   │
│ and optional filtering answer  │
│ against product database.      │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Display product matrix    206  │
│ with product entries,          │
│ configuration parameters,      │
│ price, model number.           │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Present a product         208  │
│ configuration question.        │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Receive a product         210  │
│ configuration answer.          │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Responsively update       212  │
│ product matrix based on        │
│ product configuration answer,  │
│ eliminate and replace          │
│ configuration parameter.       │
│ Display the configuration      │
│ answer outside the matrix.     │
└────────────────────────────────┘
              │
              ▼
┌────────────────────────────────┐
│ Determine a selected column    │
│ heading and sort the matrix    │
│ based on the column heading.   │
│                         214    │
└────────────────────────────────┘
```

200

Figure 2

Product Selection| Structure | Product Themes | Business to Business | GE/A WorldWide | GE Answer Center | Search | Site Map | Site Feedback

GE Appliances

The dishwashers below matched your specifications of

Built-In
White

If you would like to refine your results, please answer a question at the left

GE Profile Performance™

Model No.	# of cycles	Wash Performance	Quiet Pack	Dimensions	Est. Retail	Compare
GSD5920CSS	Variable	SureClean™	Profile Performance™	34"h x 24"w x 24"w'd	$699	○

GE Profile™

Model No.	# of cycles	Wash Performance	Quiet Pack	Dimensions	Est. Retail	Compare
GSD4330ZWW	6	SureClean™	QuietPower™ III	34"h x 24"w x 24"w'd	$469	○

GE™

Model No.	# of cycles	Wash Performance	Quiet Pack	Dimensions	Est. Retail	Compare
GSD3430ZWW	6	Standard	QuietPower™	34"h x 24"w x 25/8"'d	$369	○

How many wash cycles would you like?

- [ ] 6 Variable
- [ ] 6
- [ ] 1

FIG. 3

Address | http://www.geappliances.com/

| | Links

Product Selection | Shoppers | Product Planner | Business to Business | GEA Worldwide | GE Answer Center | Search | Site Map | Site Feedback

GE Appliances

How many wash cycles
would you like?

406 ☑ 6 - Variable
☐ 4 - 5
☐ 3

404

The dishwashers below matched your specifications of

Built-In
White
6 - Variable wash cycles

402

If you would like to refine your results, please answer a question at the left

What type of wash
performance would you
like?
☐ SureClean™
☐ Standard

410

GE Profile Performance™

Model No.	Wash Performance	Quiet Pack	Delay Start	Dimensions	Est. Retail	Compare
GSD990CSS	SureClean™	Profile Performance™	Yes	34"h x 24"w x 24"d	$699	O
GSD990CSS	SureClean™	Profile Performance™	Yes	34"h x 24"w x 24"d	$699	O

GE Profile™

Model No.	Wash Performance	Quiet Pack	Delay Start	Dimensions	Est. Retail	Compare
GSD4330ZWW	Wash Performance	QuietPower™ III	Yes	34"h x 24"w x 24"d	$469	O

GE™

Model No.	Wash Performance	Quiet Pack	Delay Start	Dimensions	Est. Retail	Compare
GSD3430ZWW	Standard	QuietPower™	No	34"h x 24"w x 25"d	$369	O

Done | Internet zone

400

FIG. 4

408

COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled <u>Method and Apparatus for Product Selection Assistance</u>, the specification of which:

(check   <u>X</u>   is attached hereto.

one)   was filed on _____ as Application Serial No. _____ and was amended on _____ (if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby appoint H. Neil Houser, Reg. No. 28,859, Legal Operation, Appliance Park 2-225, Louisville, KY 40225; and George L. Rideout, Jr., Reg. No. 43,880, Legal Operation, Appliance Park 2-225, Louisville, KY 40225, and H.J. Policinski, Reg. No. 26,621, General Electric Company, 3135 Easton Turnpike, Bldg. W3D, Fairfield, CT 06431-0001, jointly, and each of them severally, my attorneys and attorney, with full power of substitution, delegation and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent and to transact all business in the Patent and Trademark Office connected therewith. I hereby direct that all correspondence and telephone calls in connection with this application be addressed to the said <u>George L. Rideout, Jr., General Electric Company</u>, at <u>Appliance Park 2-225, Louisville, Kentucky 40225;</u>.   <u>(502) 452-7792</u>
                 (mailing address)   (Telephone No.)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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